EDGE

THE COMPANY

EDGE LAB is a software house based in Italy. We design XR extended reality experiences to see the virtual world and digital realities through computer mediation.

We combine cutting edge technology with strategic thinking to create the future digital overlays. We create immersive experiences and provide fully-managed custom solutions to simplify and empower your journey into the digital world.

WE ARE SUPPORTED BY

magic leap

oculus

THE WORLD IS NOT ENOUGH

Working to build a better tomorrow

CORE

XR EXTENDED REALITY

What's an XR experience?
An umbrella term that encompasses different categories of immersive technologies such as Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR).

All immersive technologies extend the reality we experience by either blending the virtual and "real" worlds or by creating a fully immersive experience. Recent research revealed that XR will be mainstream in the next five years.

VISION

VR - AR - MR

We work on VR - AR - MR products by creating immersive experiences and customized solutions to simplify and enhance the business into the metaverse.

The companies will be heavily investing into Web3 and NFTs, that have taken the market by the storm, and more and more companies will explore the possibilities of the Metaverse.

XR technology is the future of multimedia experience and it's defining new standards of interaction on smartphones, tablets, game consoles and standalone devices.

This technology is capable of delivering a great number of advantages from cost reduction and rapid outcome improvement to completely reshaping education, collaboration and entertainment.

MISSION

XR ACROSS INDUSTRIES

2021 can be considered as one of the toughest years that brought us more lockdowns, traveling restrictions, supply chain disruptions all resulting in a significant economic impact.

Our vision can provide a real answer to the world of business. Big companies, SMEs and Universities have understood the value of XR technologies.

The XR market will continue its rapid expansion, expected to reach USD 125.2 billion by 2026, accelerated by the surging adaptation of the technology in education, healthcare, military, industrial, entertainment and cultural heritage. The raising numbers of XR devices coming to the market are opening new opportunities for collaboration and content creation.
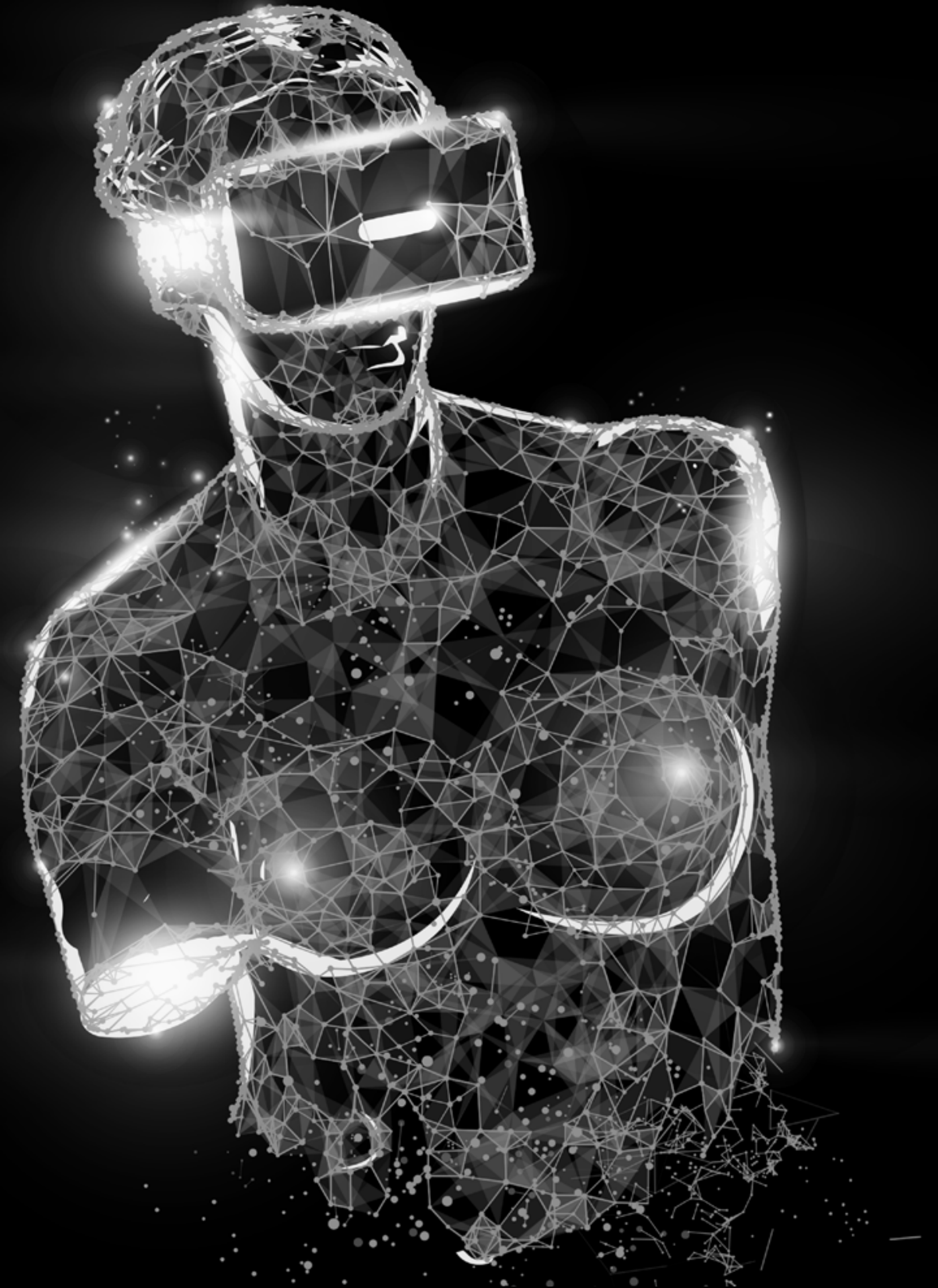
WHAT WE DO

VIRTUAL REALITY

We obscures the world and replaces it with CGI to create experiences for human interaction. In contrast to augmented reality, in a virtual reality experience, users are fully immersed in a simulated digital environment.

AUGMENTED REALITY

Overlays graphics onto the world using systems more easily accessed and less expensive. This experience enhances the real world with digital details such as images, text, and animation. You can access the experience through AR glasses ,tablets and smartphones.

MIXED REALITY

In mixed reality, digital and real-world objects co-exist and can interact with one another in real-time. Graphics appear to be integrated into the image of the physical world.
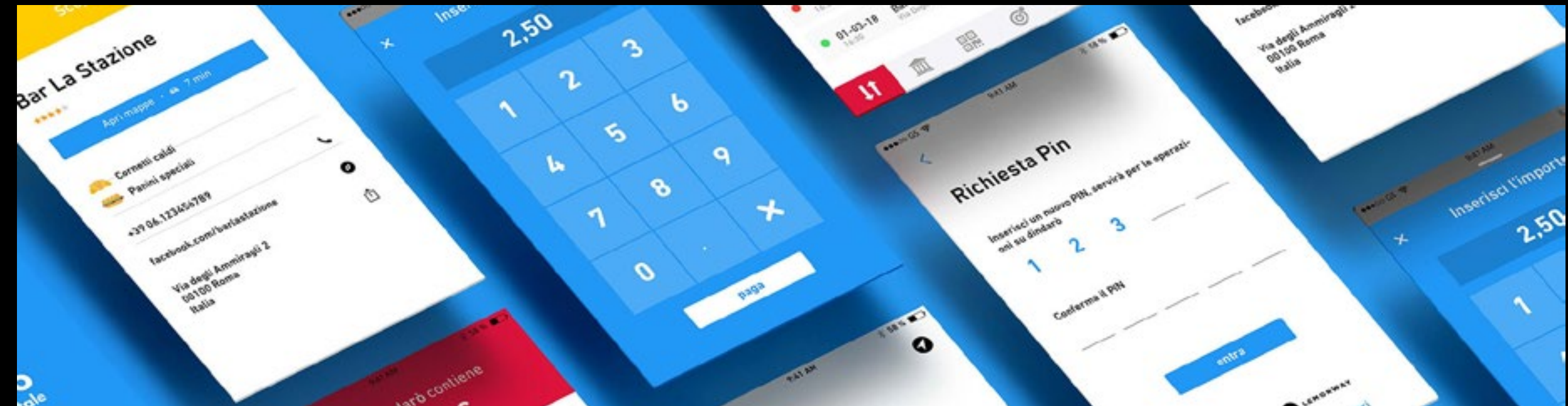
WHAT WE DO

MOBILE

We design mobile applications with awesome UI / UX for native iOS, Android and hybrid systems. We create content with the latest generation devices, studying their influencec and following the latest trends and innovations.

WEB APPLICATION

Our web applications are connected with XR applications to make every project scalable and combine hard processes to manage the users. Content within web-based applications can be easily customized for use on various devices, such as mobile.

R&D

90% of our work is dedicated to Research and Development. We prototype all day and night to discover new development approach.
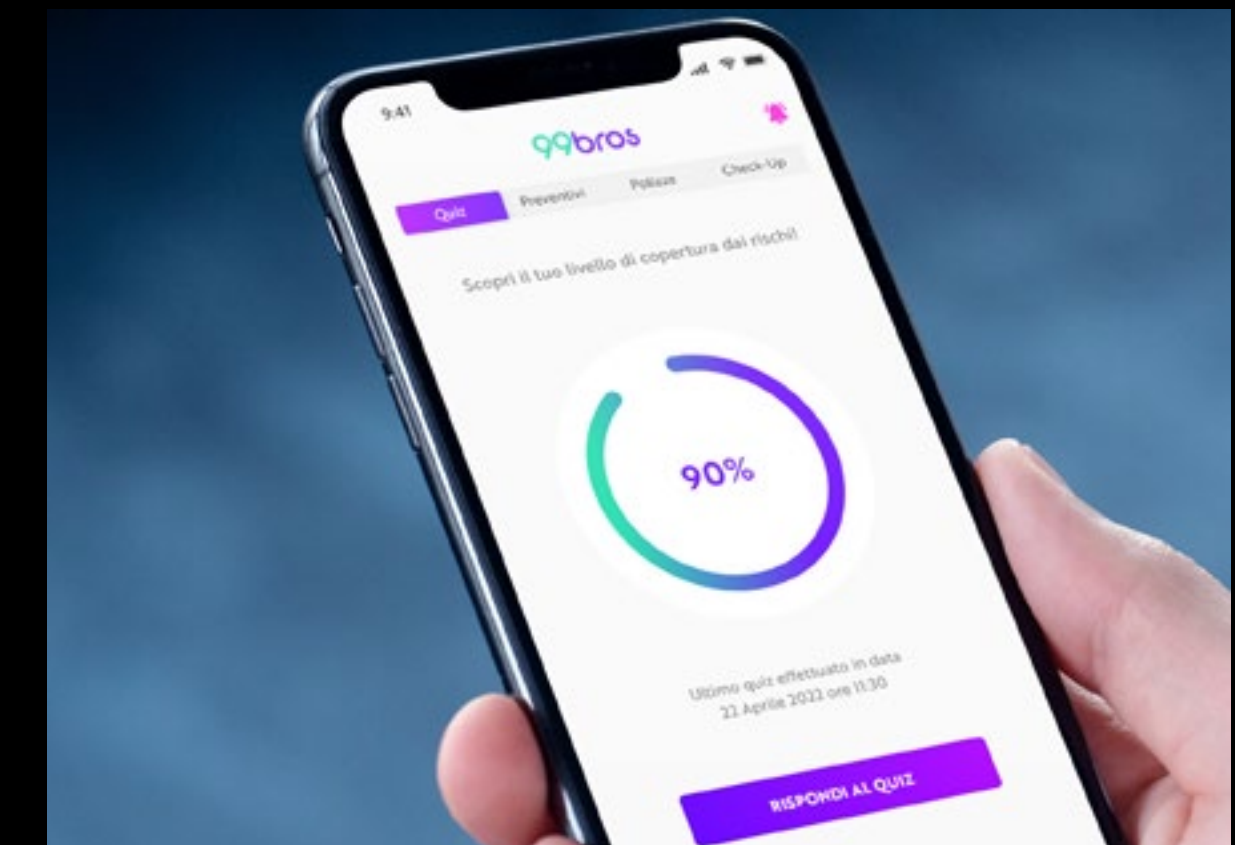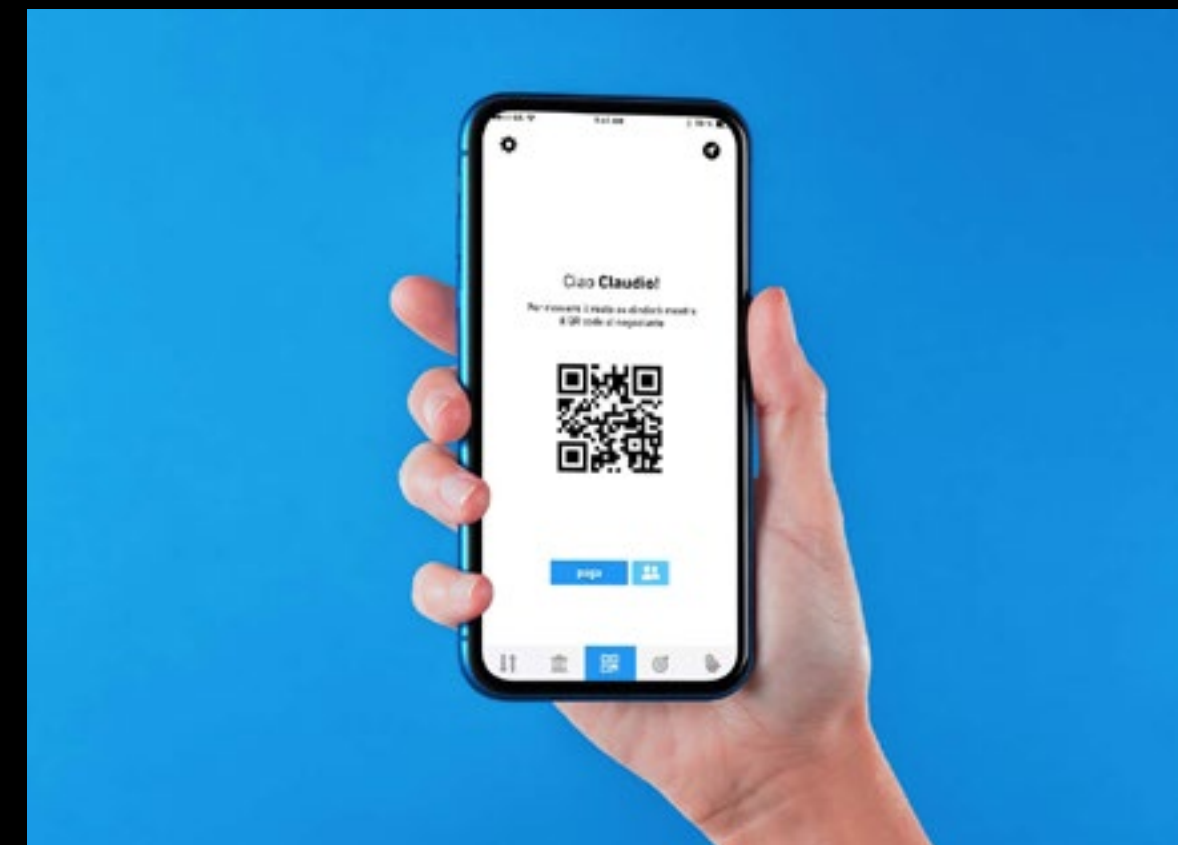
WHAT WE DO

VISUAL

Visual, 3D, NFTs and animations. The evaluation of a good visual communication design is mainly based on measuring comprehension by the audience. Innovation, and creativity are the core of ours works.

REAL-TIME VFX

We created the first real-time production flow for a famous italian TV show. Virtual production has exploded in popularity, partly because of filmmakers' desire to see visual effects in real-time. Now, virtual production is an essential part of film and TV production.

GAMES

Multiplatform games developed with the latest graphic engines from mobile to high-end hardwares. We are gamers and we know the rules of play.

CASE STUDY

INVISIBLE CITIES

Edge Lab is the technical partner of "Invisible Cities", an innovative startup based in Italy.

We worked on sophisticated real-time software made up of a complex system of IMU sensors, innovative hardware and transparent OLEDs. It is a unique patent in the world.

We have built a VR headset that moves on the road. The sensors get the data from the real movement of the vehicle, and the server uses this data to move the virtual scene in real-time.

Actually our VR Experience is working in the city centre of Rome. Users will be able to see Rome as it was 2000 years ago thanks to the historical reconstructions, located in the same positions as they were in the ancient Roman Empire. Everything is in real time with no delay to prevent motion sickness.

For more information, please visit:

http://www.invisiblecities.it

http://www.vrbusroma.it

CASE STUDY

MAGIC LEAP

Edge Lab was the only Italian company to be selected by Magic Leap for its independent creators program. We had this great opportunity to work with one of the leading XR space computing companies based in Silicon Valley.

We have developed "Safe ON" a mixed reality enterprise suite.
The mixed reality app is connected to a web application that manages all of the user's session data.

Mixed reality app is a training simulator where users have to manage a dangerous situation by performing specific actions. Using the real world, users can learn the safety rules right on their workplace. This is one of the best features for a training simulator and a strong example of how mixed reality can be used.

The web application helps companies manage data and see user session scores, statistics and details.
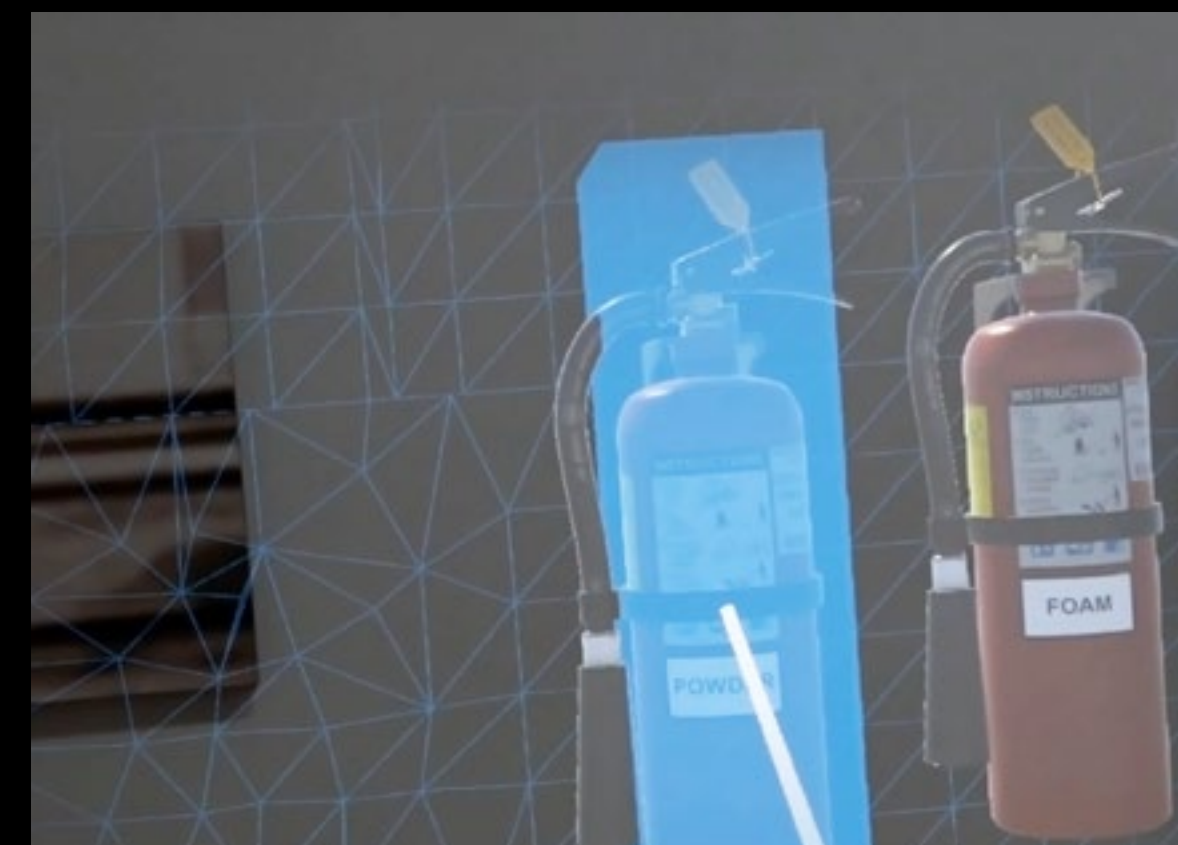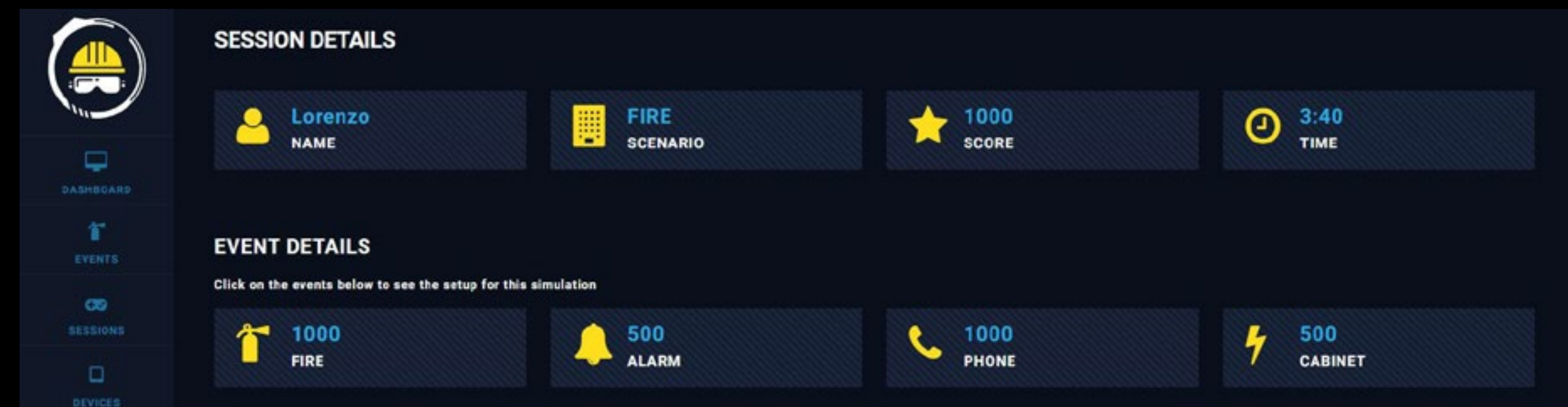
CASE STUDY

MUSEUM OF EARTH SCIENCES

An interactive installation with augmented reality technology for the University Museum of Earth Sciences of the University of Rome "La Sapienza".

Thanks to AR technology, the users can brings the palontology section back to life. By framing the skeletons of some ancient animals, a 3D reconstruction is carried out in real-time.

Also the user can linking the experience with other multimedia contents. At the end of the experience th users have the possibility to activate extra contents, accessing a short in-depth videos produced in recent years by the University.

Augmented Reality for the valorization of Cultural Heritage doesn't simply provide the visitor with a description of a place or of a piece of art, but it lets the content emerge from the context, allowing the tourists to live a memorable immersive experience.
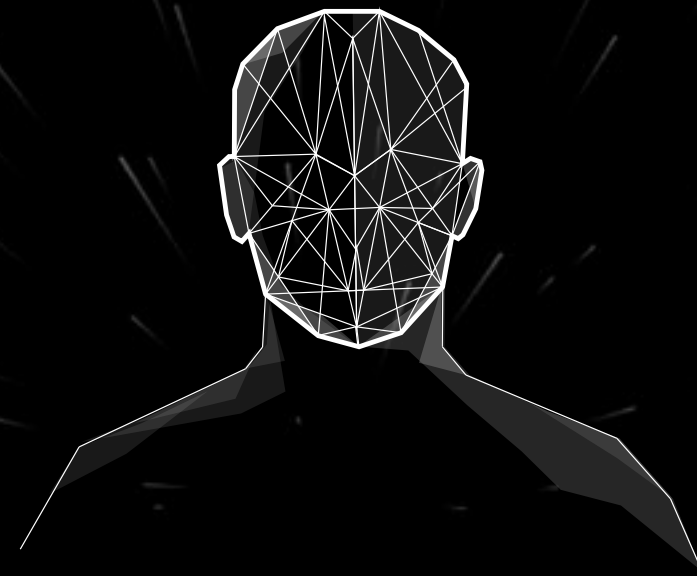
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Stephen Hawking

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